



RIO

A simple guide to help you decide

ENDNOTES

1. The Kia Rio received the lowest rate of reported problems among small cars in the J.D. Power 2018 Initial Quality Study of new vehicle owners' experience with their own vehicle after 90 days of ownership. Visit jdpower.com/awards.
2. Purchase/lease of a new 2019 Kia Rio vehicle with UVO eServices includes a complimentary 5-year subscription starting from new vehicle retail sale/lease date as recorded by the dealer. After your complimentary 5-year UVO eServices subscription expires, your access to UVO eServices will immediately terminate. Use of UVO eServices is subject to agreement to the UVO Privacy Policy (available at <https://www.myuvo.com/legal/privacy-policy.shtml>) and Terms of Service (available at <https://www.myuvo.com/legal/terms-of-service.shtml>). UVO eServices is transferable to subsequent owner(s) during the original UVO eServices service term. Only use UVO eServices when safe to do so. UVO eServices app is available from the App Store® or Google Play™ Store. Kia Motors America, Inc. reserves the right to change or discontinue UVO eServices at any time without prior notification or incurring any future obligation. Message and data rates may apply. Cellular and GPS coverage are required to use most features. UVO eServices features may vary by model, model year, and trim level. Features and specifications are subject to change. For more on details and limitations, visit myuvo.com or your authorized Kia dealer.
3. Apple, the Apple logo, App Store, Apple CarPlay, and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries.
4. ©2018 Google Inc. Google is a registered trademark, and Google Play and Android Auto are trademarks of Google Inc.
5. SiriusXM® audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. **If you decide to continue service after your 3-month All Access trial subscription, which is included with your newly purchased or leased vehicle, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. To cancel, you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Traffic information not available in all markets. See siriusxm.com/traffic for details.** Sirius, XM, SiriusXM, and all related marks and logos are trademarks of Sirius XM Radio Inc. Satellite and streaming lineups may vary slightly.
6. These features are not substitutes for safe driving and may not detect all objects surrounding vehicle. Always drive safely and use caution.
7. The *Bluetooth*® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Kia is under license. A compatible *Bluetooth*®-enabled cell phone is required to use *Bluetooth*® wireless technology.
8. Distracted driving can result in a loss of vehicle control. When operating a vehicle, never use a handheld device or vehicle system that takes your focus away from safe vehicle operation.
9. Select Apple iPhone® and Android™ devices only are UVO eServices-compatible.
10. 911 Connect must be enabled on head unit, and activates after airbag deployment. Requires a compatible smartphone connected via *Bluetooth*® wireless technology and cellular coverage. Cellular service rates apply.
11. 24-hour Roadside Assistance is a service plan provided by Kia Motors America, Inc. Limitations apply. See Kia Warranty and Consumer Information Manual for details. Requires a compatible smartphone connected via *Bluetooth*® wireless technology and cellular coverage. Cellular service rates apply.
12. Vehicle Diagnostics is not a substitute for regularly scheduled maintenance. Vehicle Diagnostics checks powertrain, chassis, and airbag systems, and requires initial activation. See the UVO Maintenance section or Owner's Manual for maintenance schedule.
13. Parking Minder requires cellular coverage, a USB-connected compatible smartphone, and the UVO eServices app. Cellular service rates apply.
14. My Car Zone requires cellular coverage. Cellular service rates apply. Information must be manually synced in order to receive alerts.
15. For maximum protection, always wear your seat belt. No system, no matter how advanced, can compensate for all driver errors, driving conditions, and/or injury.
16. Warranties include 10-year/100,000-mile powertrain and 5-year/60,000-mile basic. All warranties and roadside assistance are limited. See retailer for warranty details.

KIA MOTORS AMERICA, INC. P.O. BOX 52410 IRVINE, CA 92619-2410 1-800-333-4KIA



kia.com



facebook.com/kia



twitter.com/kia



youtube.com/kia



instagram.com/kiamotorsusa



pinterest.com/kiamotorsusa





FIRST UP:

How many doors would
you like with that?



"HIGHEST RANKED SMALL CAR
IN INITIAL QUALITY"
— FOR THE 2018 RIO¹



THE RIO

Sculpted, modern, roomy — the Rio 4-door reinvents practical without compromising style. It gives you award-winning quality, advanced features, and a responsive, great-handling ride to help you smoothly zip through your day. All while being compact enough to squeeze into that last tight parking spot.



THE RIO 5-DOOR

All the great things about Rio, plus the easy-in, easy-out versatility of a hatchback and split-folding rear seats. With its confident ride and sporty attitude, the 5-door is ready to whisk you to your destination and give you quick access to your stuff when you get there.

¹ See back cover for endnote. This page and cover: RIO S WITH TECH PACKAGE SHOWN

RIO 5-DOOR S WITH TECH PACKAGE SHOWN



Now it's time to **ZERO IN** on the details



**JUST ASK
KIAN**

GET YOUR KIA QUESTIONS ANSWERED.
GO TO WWW.KIA.COM/KIAN TO LEARN MORE,
OR SCAN THE FACEBOOK MESSENGER CODE AT RIGHT.



DRIVING

1.6L Gasoline Direct Injection (GDI)
4-cylinder engine
130 hp @ 6,300 rpm
6-speed Sportmatic® transmission
15" tires

Power heated outside mirrors

1.6L Gasoline Direct Injection (GDI)
4-cylinder engine
130 hp @ 6,300 rpm
6-speed Sportmatic® transmission
15" tires

LED headlights*

LED positioning lights*

Power heated outside mirrors

TECHNOLOGY

5" touch screen

AM/FM/MP3 audio system

SiriusXM®⁵

Rear-Camera Display⁶

Bluetooth® wireless technology⁷

Steering wheel-mounted audio
controls⁸

USB charge ports

Auto Light Control

UVO eServices^{2*}

7" touch screen

Apple CarPlay™³ & Android Auto™⁴

AM/FM/MP3 audio system

SiriusXM®^{5*}

Rear-Camera Display⁶

Bluetooth® wireless technology⁷

Steering wheel-mounted audio
controls⁸

USB charge ports

Forward Collision Warning^{6*}

Forward Collision-Avoidance
Assist^{6*}

Auto Light Control

Cruise control

Supervision meter cluster*

INTERIOR

Cloth seat trim

Air conditioning

Power door locks

Power windows w/driver's
one-touch auto-up/-down

Cloth seat trim

60/40 split-folding rear seats

Air conditioning

Power door locks

Power windows w/driver's
one-touch auto-up/-down

Remote keyless entry

*OPTIONAL FEATURE AVAILABLE ONLY ON CERTAIN TRIMS (HIGHLIGHTED ON THIS PAGE ONLY). SEE KIA.COM FOR DETAILS. 2-8 See back cover for endnotes.
RIO S WITH TECH PACKAGE SHOWN



Senses, alerts, and helps **STOP**

Even the best drivers can use a little help. So we created Kia Drive Wise,* our available advanced driver-assistance technologies that are designed to help keep you alert and aware of changes in the flow of traffic ahead of you — and even help you brake in certain situations.

FORWARD COLLISION WARNING⁶* DW

This system is designed to help detect slowing or stopped traffic ahead, and alert you if it detects you getting too close

FORWARD COLLISION-AVOIDANCE ASSIST⁶* DW

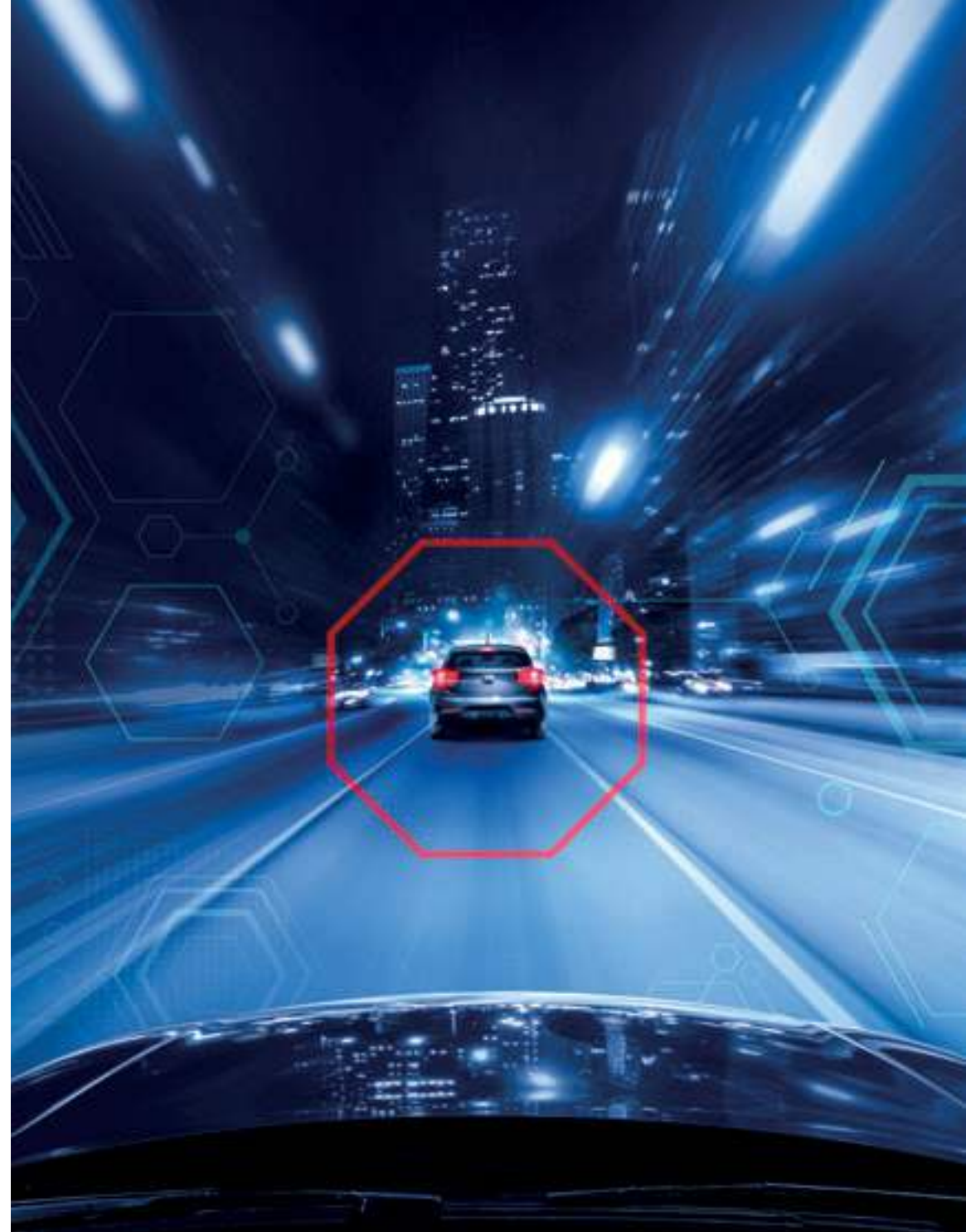
This system is designed to help detect and alert you of a collision risk, and even automatically apply the brakes in some cases

BRAKE ASSIST SYSTEM

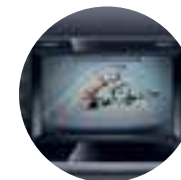
If you suddenly slam on your brakes, it's designed to sense the urgency and apply full braking power, which can help shorten your braking distance

ELECTRONIC BRAKE-FORCE DISTRIBUTION

Based on the vehicle's weight distribution, it helps adjust the balance of braking power accordingly



*Optional feature available only on certain trims. See kia.com for details. 6 See back cover for endnote.
Image shown for illustration only. RIO S WITH TECH PACKAGE SHOWN



It looks great from the back BUT IT SEES EVEN BETTER

Rio's Rear-Camera Display⁶ is a feature you'll use daily because it is designed to help you see things behind you that you might miss by simply using your mirrors or looking over your shoulder.



THE REAR-CAMERA DISPLAY TURNS ON AUTOMATICALLY

Just put Rio in reverse and the rear view is designed to automatically pop up on the bright, high-contrast floating media monitor



DYNAMIC PARKING GUIDELINES WILL HELP GUIDE YOU

Yellow (getting close) and red (stop!) grid lines appear on the screen to help you gauge how much space you have before you bump into something

How to tell if you're **LEFT-BRAINED:** you're reading about the features right now

APPLE CarPlay™³* & ANDROID AUTO™⁴*

sync with your compatible
smartphone to let you make
calls, send texts, or play
voicemails via voice command⁸

SiriusXM®⁵*

lets you hear your favorite
music, sports, comedy,
news, and more

BLUETOOTH® WIRELESS TECHNOLOGY⁷

gives you
hands-free calling

STEERING WHEEL- MOUNTED CONTROLS⁸

for your audio and
available cruise control*

SUPERVISION METER CLUSTER*

displays info in easy-to-read,
high-contrast graphics



AIR CONDITIONING
but of course

REMOTE KEYLESS ENTRY*
no more fumbling around for keys

POWER WINDOWS & DOOR LOCKS
for push-button convenience

FLOATING MEDIA MONITOR
with 7" touch screen for
stand-up style

**60/40 SPLIT-FOLDING
REAR SEATS***
fits your friends *and* their
giant piñata

OR RIGHT-BRAINED: you're already planning a road trip

*Optional feature available only on certain trims. See kia.com for details. 3-5, 7 & 8 See back cover for endnotes. Simulated screen shown. RIO S WITH TECH PACKAGE SHOWN

UVO | eServices

It connects, checks, finds, reminds

MEET UVO

your personal assistant

Kia's available UVO eServices^{2*} smart telematics lets you integrate your compatible smartphone⁹ with your Rio to stay connected with a range of convenient features (see a few of our favorites below). All you have to do is activate UVO eServices^{2*} and download the UVO eServices^{2*} app from the App Store^{®3} or Google Play^{™4} Store. The best part is, there are no subscription fees for five years.

911 CONNECT^{10*}

will attempt to call 911 and give emergency responders your location if your airbags deploy

ROADSIDE ASSISTANCE^{11*}

connects you with our call center for 24/7 assistance

VEHICLE DIAGNOSTICS^{12*}

helps you monitor the condition of your Rio and even schedule service if needed

PARKING MINDER^{13*}

keeps track of where you parked and even sets reminders for your parking meter

MY CAR ZONE^{14*}

lets you set and receive notifications if you or another driver breaks one of your preset limits for maximum speed, curfew, or boundary

MY POINTS OF INTEREST (POIs) WITH SEND-TO-CAR^{*}

can sync your favorite POIs from your compatible smartphone⁹



GO TO MYUVO.COM OR DOWNLOAD THE UVO eSERVICES APP TO ACTIVATE

*Optional feature available only on certain trims. See kia.com for details. 2-4, 9-14 See back cover for endnotes. Image shown for illustration only. RIO S WITH TECH PACKAGE SHOWN



Because
**DRIVING
AND SMILING**
should happen simultaneously

Rio is flat-out fun to drive. From the responsive 1.6L GDI engine and great handling to its high-strength steel body construction for a quiet, smooth ride, Rio delivers smile-inducing performance whether you're maneuvering around town or hitting the open road.

JUST THE FACTS:

1.6L Gasoline Direct Injection 4-cylinder engine
130 hp @ 6,300 rpm
6-speed Sportmatic® transmission



When life throws you a **CURVE** here's how to stay on track



TO ENHANCE CONTROL

ELECTRONIC STABILITY CONTROL (ESC)[†]

In difficult driving situations, ESC is designed to help control the engine and brakes for improved directional stability

TO KEEP YOU ON COURSE

VEHICLE STABILITY MANAGEMENT (VSM)[†]

VSM is designed to intervene to help enhance stability and steering responses when driving on some slippery roads

TO HELP PREVENT SLIPPING

TRACTION CONTROL SYSTEM (TCS)[†]

When TCS senses wheelspin during acceleration, it uses a combination of engine power and brake force to help transfer power to the wheel that has more traction

WHEN YOU HIT THE BRAKES

ANTI-LOCK BRAKING SYSTEM (ABS)[†]

The cornerstone of active safety features, ABS helps provide greater control when stopping in difficult conditions like wet or slippery roads

[†]No system, no matter how advanced, can compensate for all driver errors, driving conditions, accidents, and/or injury. Always drive safely. Image shown for illustration only.



IT HELPS DETECT, COORDINATE, AND REACT

to give you more peace of mind

Advanced sensor systems, strategically placed airbags, and breakthroughs in materials and design that have led to strong body construction are just a few of the ways Kia never stops working to help increase your protection.[†]



INSURANCE INSTITUTE
FOR HIGHWAY SAFETY

FOR 2019 RIO

when equipped with optional Forward
Collision-Avoidance Assist and LED headlights.

ADVANCED AIRBAG SYSTEM¹⁵

includes dual front, front seat-mounted side, and full-length side curtain airbags to help protect driver and passengers

AIRBAG & SEAT-BELT SENSORS¹⁵

monitor the severity of certain impacts and seat-belt use, then help to control airbag inflation accordingly

FRONT SEAT-BELT PRETENSIONERS

tighten driver and front-passenger seat belts in certain collisions to help reduce injuries

HEIGHT-ADJUSTABLE SEAT-BELT ANCHORS

let you adjust the front seat belts for a more customized fit to help improve effectiveness

REINFORCED BODY CAGE

helps absorb impact energy to help protect the structural integrity of the passenger compartment in certain collisions



[†]No system, no matter how advanced, can compensate for all driver errors, driving conditions, accidents, and/or injury. Always drive safely.
¹⁵ See back cover for endnote. Simulated image. Inflated airbags shown for illustration purposes only. RIO S WITH TECH PACKAGE SHOWN



Find out which of
these powertrain
WARRANTIES
is top of the line

INDUSTRY-LEADING WARRANTY PROGRAM¹⁶

10-year/100,000-mile limited powertrain warranty
5-year/60,000-mile limited basic warranty
5-year/100,000-mile limited anti-perforation warranty
5-year/60,000-mile 24-hour roadside assistance

Kia

10-year/100,000-mile



Subaru	5-year/60,000-mile
Toyota	5-year/60,000-mile
Honda	5-year/60,000-mile
Chrysler	5-year/60,000-mile
Ford	5-year/60,000-mile
Mazda	5-year/60,000-mile
Porsche	4-year/50,000-mile
Mercedes	4-year/50,000-mile
BMW	4-year/50,000-mile
Volvo	4-year/50,000-mile
Audi	4-year/50,000-mile

Find out which color is your **PERFECT MATCH**



CLEAR WHITE
(LX, S)

YOU ARE OPEN TO EXPLORING
ENDLESS POSSIBILITIES. YOUR
GLASS IS ALWAYS HALF-FULL.



SILKY SILVER
(LX, S)

YOU NOTICE THE SUBTLE IRONIES IN
LIFE. NOTHING IS EVER BLACK AND
WHITE TO YOU.



PHANTOM GRAY
(S)

YOU ARE CALM BEFORE, DURING,
AND AFTER THE STORM AND EXCEL
AT PLAYING HIDE-AND-SEEK.



CURRENT RED
(S)

YOU SEEK ADVENTURE AND ARE THE
LIFE OF THE PARTY. NO CHILI
PEPPER IS OFF LIMITS TO YOU.



DEEP-SEA BLUE
(S)

YOU ARE DRAWN TO THE WATER
AND YOUR SOUL RUNS DEEP.
DOLPHINS GRAVITATE TOWARD YOU.



AURORA BLACK
(LX, S)

YOU ARE A NIGHT PERSON WHO
ENJOYS EATING LICORICE WHILE
WATCHING FILM NOIR.

Actual colors may vary from printed brochure. See kia.com/rio for interior combinations.

Cap it all off with the **PERFECT PACKAGE**

TECH PACKAGE

(S only)

Forward Collision Warning⁶
Forward Collision-Avoidance Assist⁶
LED headlights
LED positioning lights
UVO eServices²
SiriusXM^{®5}
Supervision meter cluster w/3.5" LCD

SiriusXM^{®5} PACKAGE[†]

(S sedan only)

SiriusXM^{®5}
(replaces 7" touch screen &
Apple CarPlay^{™3}/Android Auto^{™4})



The content in this brochure is based upon information available at the time of printing and is subject to change without notice. Kia Motors America, Inc. makes no guarantees or warranties, either expressed or implied, with respect to the accuracy of the content presented. Please see kia.com for the most up-to-date vehicle information. Vehicles shown include optional equipment, and video and camera screens are simulated. See your Kia retailer or kia.com for details on Kia's available limited warranties. ©2018 Kia Motors America, Inc. Reproductions of this material are prohibited without the expressed written approval of Kia Motors America, Inc.

[†]Limited availability. 2-6 See back cover for endnotes. RIO S WITH TECH PACKAGE SHOWN

